

WHAT IS CLAIMED IS:

1. A method for creating at least one targeted integrated image for delivery to a user, the method comprising:
 - 5 determining content of potential interest to the user based on at least one user preference prior to or during the user's request for a first image or while the user is receiving the first image;
selecting a second image representing the content of potential interest to the user; and
 - 10 combining the second image with the first image or a third image to form a targeted integrated image for delivery to the user.
2. The method of claim 1, wherein the second image is a barker advertising the content of potential interest to the user.
- 15 3. The method of claim 1, wherein the user preference includes information representing content viewing habits or content ordering habits of the user.
4. The method of claim 3, wherein the information representing content viewing or content ordering habits includes at least one of information indicating times at which
20 the user previously viewed or ordered content, genres of content previously viewed or ordered by the user, characteristics of content previously viewed or ordered by the user, and menu selections made by the user.
- 25 5. The method of claim 1, further comprising determining an identity of the user, wherein the content of potential interest to the user is determined based on an at least one user preference associated with the identity of the user.

6. The method of claim 1, wherein the step of selecting selects the second image from a queue.
- 7 The method of claim 6, further comprising:
5 determining content previously ordered or viewed by the user;
determining images available in the queue; and
removing images related to the previously ordered or viewed content from the queue.
- 10 8. The method of claim 6, further comprising:
marking the second image delivered to the user as having been delivered; and
placing the marked image at the end of the queue, wherein the step of selecting selects images sequentially from the beginning of the queue.
- 15 9. The method of claim 1, wherein the first image includes at least a menu or a programming guide.
10. The method of claim 9, wherein the step of determining is initiated in response to the user accessing the menu or programming guide.
- 20 11. The method of claim 9, wherein the step of determining is performed based on menu or programming guide selections made by the user as the user navigates through the menu or programming guide.
- 25 12. The method of claim 1, wherein the first image includes at least video content.
13. The method of claim 12, wherein the step of determining is initiated responsive to the user requesting the video content.

14. The method of claim 12, wherein the step of determining is performed as the user receives the video content.
- 5 15. The method of claim 12, wherein the step of determining is performed as the user requests or receives a trick file.
16. The method of claim 1, wherein the third image includes at least a menu, a programming guide, or video content.
- 10 17. The method of claim 1, further comprising delivering the targeted integrated image to the user.
18. The method of claim 1, further comprising repeating the steps for creating at least one new targeted integrated image for delivery to the user.
- 15 19. The method of claim 18, wherein the steps are repeated as the user continues to request or receive images.
- 20 20. The method of claim 18, wherein the steps are recursively repeated for delivering new targeted integrated images for delivery to the user.
21. The method of claim 1, further comprising compressing at least one of the first image, the second image, and the third image prior to forming the targeted integrated image.
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22. The method of claim 1, wherein the step of combining includes inserting the second image within the first image or the third image, wherein the first image or the third image is adapted to appear to the user to be paused.

5 23. The method of claim 22, wherein the first image or the third image is adapted, for delivery to the user, to appear to be paused.

24. The method of claim 22, wherein the first image or the third image is adapted, upon delivery to the user, to appear to be paused.

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25. An apparatus for creating at least one targeted integrated image for delivery to a user, the apparatus comprising:

15 a processor for determining content of potential interest to the user based on at least one user preference, prior to or during the user's request for a first image or while the user is receiving the first image, and selecting a second image representing the content of potential interest to the user; and

a combiner for combining the second image with the first image or a third image to form a targeted integrated image for delivery to the user.

20 26. The apparatus of claim 25, wherein the second image is a barker advertising the content of potential interest to the user.

27. The apparatus of claim 25, wherein the user preference includes information representing content viewing habits or content ordering habits of the user.

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28. The apparatus of claim 27, wherein the information representing content viewing or content ordering habits includes at least one of information indicating times at which the user previously viewed or ordered content, genres of content previously

viewed or ordered by the user, characteristics of content previously viewed or ordered by the user, and menu selections made by the user.

5 29. The apparatus of claim 25, wherein the processor determines content of potential interest to the user based on an at least one user preference associated with an identity of the user.

30. The apparatus of claim 25, wherein the processor selects the second image from a queue.

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31. The apparatus of claim 30, wherein the processor determines content previously ordered or viewed by the user, determines images available in the queue, and removes removing images related to the previously ordered or viewed content from the queue.

15 32. The apparatus of claim 30, wherein the processor marks the second image delivered to the user as having been delivered, places the marked image at the end of the queue, and selects images sequentially from the beginning of the queue.

20 33. The apparatus of claim 25, wherein the first image includes at least a menu or a programming guide.

34. The apparatus of claim 33, wherein the processor begins determining content of potential interest to the user in response to the user accessing the menu or programming guide.

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35. The apparatus of claim 33, wherein the processor determines content of potential interest to the user based on menu or programming guide selections made by the user as the user navigates through the menu or programming guide.

36. The apparatus of claim 25, wherein the first image includes at least video content.
- 5 37. The apparatus of claim 36, wherein the processor begins determining content of potential interest to the user responsive to the user requesting the video content.
38. The apparatus of claim 36, wherein the processor begins determining content of potential interest to the user as the user receives the video content.
- 10 39. The apparatus of claim 36, wherein the processor begins determining content of potential interest the user as the user requests or receives a trick file.
40. The apparatus of claim 25, wherein the third image includes at least a menu, a programming guide, or video content.
- 15 41. The apparatus of claim 25, wherein the processor repeatedly determines and selects content of potential interest, and the combiner repeatedly combines the selected content with an image for creating at least one new targeted integrated image for delivery to the user.
- 20 42. The apparatus of claim 41, wherein new targeted integrated images are created as the user continues to request or receive images.
- 25 43. The apparatus of claim 41, wherein new targeted integrated images are recursively created for delivery to the user.

44. The apparatus of claim 25, further comprising a compressor for compressing at least one of the first image, the second image, and the third image prior to forming the targeted integrated image.
- 5 45. The apparatus of claim 25, wherein the combiner inserts the second image within the first image or the third image, wherein the first image or the third image is adapted to appear to the user to be paused.
- 10 46. The apparatus of claim 25, wherein the first image or the third image is adapted, for delivery to the user, to appear to be paused.
47. The apparatus of claim 25, wherein the first image or the third image is adapted, upon delivery to the user, to appear to be paused.